



**ANALYZING FACTORS THAT AFFECT READING HABITS AMONG  
GENERATION Y PATRONAGES AT MPH GIANT STADIUM SHAH ALAM**

**SYAFIQAH AMIRA BINTI ABDULLAH  
2011145321**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**JANUARY 2015**

**ANALYZING FACTORS THAT AFFECT READING HABITS AMONG GENERATION Y  
PATRONAGES AT MPH GIANT STADIUM SHAH ALAM**

**SYAFIQAH AMIRA BINTI ABDULLAH  
2011145321**

**Submitted In Partial Fulfillment of the  
Requirement for the  
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
MELAKA**

**JANUARY 2015**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

I, Syafiqah Amira binti Abdullah, (I/C Number: 920710-14-5282)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and source of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

8<sup>th</sup> January 2015

Program Coordinator  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title “**FACTORS THAT AFFECT READING HABITS AMONG GENERATION Y PATRONAGES AT MPH GIANT STADIUM SHAH ALAM**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You.

Yours faithfully,

---

SYAFIQAH AMIRA BINTI ABDULLAH  
2011145321  
Bachelor of Business Administration (Hons) International Business

## **ABSTRACT**

Reading habit is a crucial aspect to create literate society in this world. It helps to develop proper thinking skills and methods and creating new ideas. Reading habit in Malaysia is still at the low level. This shows that they are not interested in making reading as their habit. This research is designed to study on factors affecting reading habits among Generation Y patronages at MPH in preparing themselves as a reading society. The research consists of four factors which are types of reading material, media, culture and peer influence. The objectives of this research aim to study the level of readiness of reading habit among Generation Y in becoming a reading society, to analyze the relationship between types of reading material, media, culture, peer influences towards reading habit, to identify which factor is the most influencing factor on Generation Y reading habit, and to recommend ways to cultivate reading habits among Generation Y. Using convenience sampling, 100 visitors were selected and questionnaires were distributed to 100 respondents which is Generation Y patronages at MPH Giant Stadium Shah Alam. Results of the study revealed that culture is the most important factors in affecting reading habits among Generation Y.